

**LISTING OF THE CLAIMS**

The following is a complete listing of all the claims in the application, with an indication of the status of each:

1       1. (Canceled)

1       2. (Canceled)

1       3. (Canceled)

1       4. (Previously presented) The method of claim 43, wherein the business solution is a  
2       general business solution based on the selected dynamic set of questions and the specific  
3       industry.

1       5. (Original) The method of claim 4, further comprising the step of providing a specific  
2       business solution based on the general business solution, wherein the general business  
3       solution and the specific business solution are stored in a database and are provided based  
4       on a set of rules.

1       6. (Original) The method of claim 5, wherein the specific business solution is  
2       transparent to a user.

1       7. (Original) The method of claim 5, further comprising the step of ranking one of the  
2       general business solution and specific business solution in order of business priority  
3       based on ranking rules.

- 1        8. (Previously presented) The method of claim 7, further comprising the step of storing  
2           the selective dynamic set of questions, the business measures, the specific industry code  
3           and the responses to the selective dynamic set of questions in the database.
- 1        9. (Previously presented) The method of claim 43, wherein the business measure is a  
2           business specific measure defined as one of inventory, revenue, costs of goods sold,  
3           selling and administrative expenses, fixed assets, accounts receivable, and accounts  
4           payable.
- 1        10. (Previously presented) The method of claim 9, wherein the selected dynamic set of  
2           questions are questions based on the specific industry and the business measure.
- 1        11. (Canceled)
- 1        12. (Previously presented) The method of claim 43, further comprising the step of  
2           providing rules for determining the next question based on the previous answer.
- 1        13. (Original) The method of claim 12, wherein the rules determine whether the next  
2           question is a duplicate of a previous question such that the previous question is selected  
3           only once.
- 1        14. (Original) The method of claim 13, wherein the rules determine that no further  
2           question is selected.
- 1        15. (Previously presented) The method of claim 43, further comprising the step of  
2           providing quantitative dynamic set of questions based on the selective dynamic set of  
3           questions and the response.

1       16. (Previously presented) The method of claim 15, further comprising the step of  
2       providing a financial analysis of the business solution based on at least one quantitative  
3       response to the quantitative dynamic set of questions.

1       17. (Original) The method of claim 16, wherein the financial analysis is a rate of return  
2       (ROR), a return on investment (ROI) or a return on assets (ROA).

1       18. (Canceled)

2

1       19. (Canceled)

1       20. (Previously presented) The method of claim 43, further comprising the step of  
2       ranking one of the general business solution and the specific business solution in order of  
3       business priority based on ranking rules.

1       21. (Previously presented) The method of claim 43, further comprising the step of  
2       providing rules, wherein the rules at least (i) determine a next question based on a  
3       previous answer, (ii) determine that no further question needs to be selected and  
4       (iii) determine whether the next question is a duplicate of a previous question such that  
5       the previous question will only be presented once.

1       22. (Previously presented) The method of claim 43, further comprising the steps of:  
2              providing at least one quantitative question based on the response; and  
3              providing a financial analysis of the business solution based on at least one  
4       quantitative response to the at least one quantitative question.

1       23. (Canceled)

1       24. (Canceled)

1       25. (Previously presented) The system of claim 44, further comprising means for  
2       providing a specific business solution based on a general business solution of said general  
3       or specific business solutions.

1       26. (Original) The system of claim 25, further comprising means for generating rules,  
2       the generating rules means providing (i) the selected metrics based on the responses,  
3       (ii) the general business solution based on the responses and the specific industry and  
4       (iii) the specific business solution based on the general business solution.

1       27. (Previously presented) The system of claim 26, further comprising means for storing  
2       the dynamic set of questions, the responses, the general business solution and the specific  
3       business solution.

1       28. (Original) The system of claim 25, further comprising means for providing a  
2       financial analysis of one of the general business solution and the specific business  
3       solution based on quantitative responses.

1       29. (Previously presented) The system of claim 44, wherein:

2                 the computer-implemented means for permitting a user to select one or a plurality  
3       of business measures is comprised of a business driver module which stores business  
4       measures associated with a specific industry;

5                 the computer-implemented means for presenting a dynamic set of questions is  
6       comprised of a business metrics module which stores questions associated with the  
7       specific industry and at least one selected business measure stored in the business driver  
8       module; and

9           the means for using a computer to analyze a user's answers to the dynamic set of  
10          questions and to provide general or specific business solutions as determined by an  
11          analysis of said user's answers is comprised of a business solution module which  
12          provides business solutions based on responses to selected questions stored in the  
13          business metrics module and the specific industry.

1       30. (Original) The system of claim 29, further comprising a quantitative metrics module  
2          associated with the business solution module, the quantitative metrics module storing  
3          specific quantitative questions.

1       31. (Original) The system of claim 30, further comprising a financial analysis module  
2          which calculates financial benefits of the business solution based on quantitative  
3          responses to selected specific quantitative questions stored in the quantitative metrics  
4          module.

1       32. (Original) The system of claim 30, further comprising a rules module which  
2          generates rules, the rules being used to determine the business solution based on the  
3          responses and pertinent questions to provide to a user based on the responses.

1       33. (Original) The system of claim 32, further comprising a database which stores the  
2          business driver module, the business metrics module, the responses and the business  
3          solution module.

1       34. (Original) The system of claim 30, wherein the business driver module, the business  
2          metrics module and the business solution module are accessed by one of a web page  
3          resident on a server, a telephone and a personal digital assistant.

1       35. (Canceled)

- 1       36. (Canceled)
- 1       37. (Previously presented) The machine readable code of claim 45, wherein the business  
2       solution is one of a general business solution and a specific business solution.
- 1       38. (Original) The machine readable code of claim 37, further comprising the step of  
2       ranking the business solution in order of business priority based on ranking rules.
- 1       39. (Previously presented) The machine readable code of claim 37, wherein the business  
2       measure is a business specific measure defined as one of inventory, revenue, costs of  
3       goods sold, selling and administrative expenses, fixed assets, accounts receivable, and  
4       accounts payable.
- 1       40. (Previously presented) The machine readable code of claim 45, further comprising  
2       the step of providing rules for determining a next question of the selective dynamic set of  
3       questions based on a previous response to the selective dynamic set of questions.
- 1       41. (Previously presented) The machine readable code of claim 45, further comprising  
2       the step of providing quantitative questions based on the selective dynamic set of  
3       questions and the response.
- 1       42. (Previously presented) The machine readable code of claim 45, further comprising  
2       the step of providing a financial analysis of the business solution based on at least one  
3       quantitative response to a quantitative question from the dynamic set of questions.
- 1       43. (Currently amended) A computer-implemented method of providing business  
2       solutions over an interactive communications medium, comprising the steps of:

3        permitting a user to select an industry from a set of industries electronically stored  
4    in a database for which business solutions are available,

5        permitting a user to select one or a plurality of business measures from a set of  
6    business measures electronically stored in a database, wherein each business measure is  
7    associated with a particular financial aspect of a selected industry,

8        using a computer connected to an interactive communications medium to assist a  
9    user in performing a qualitative assessment on each one of said selected one or a plurality  
10   of business measures based on benchmarks relevant to a selected industry,

11        ~~presenting a dynamic set of questions~~ based on said qualitative assessment from  
12    among questions electronically stored in a database which relate to selected business  
13   measures of a selected industry, presenting a dynamic set of questions such that questions  
14   for a user can be applied to database contents for a plurality of purposes, one of said  
15   purposes being to permit a next question to be based on a previous question and a  
16   previous answer, and permitting a user to answer said dynamic set of questions,

17        using a computer to analyze a said user's answers to said dynamic set of questions  
18   and to determine general or specific a business solution solutions based on an analysis of  
19   said user's answers, and for providing said general or specific business solution solutions  
20   to said user, and

21        using a computer to analyze said a specific business solution and to perform a  
22   financial analysis based on a selected industry, business measures and associated  
23   benchmarks, ~~wherein said financial analysis is and to perform~~ a return on investment  
24   analysis, and

25        selecting a specific industry code ~~associated with the~~ identifying said selected  
26   industry.

1        44. (Currently amended) A system for providing business solutions over an interactive  
2    communications medium, comprising the steps of:

3           computer-implemented means for permitting a user to select an industry from a  
4 set of industries electronically stored in a database for which business solutions are  
5 available,

6           computer-implemented means for permitting a user to select one or a plurality of  
7 business measures from a set of business measures electronically stored in a database,  
8 wherein each business measure is associated with a particular financial aspect of a  
9 selected industry,

10          means for using a computer connected to an interactive communications medium  
11 to assist a user in performing a qualitative assessment on each one of said selected one or  
12 a plurality of business measures based on benchmarks relevant to a selected industry,

13          computer-implemented means for presenting ~~a dynamic set of questions~~ based on  
14 said qualitative assessment from among questions electronically stored in a database  
15 which relate to selected business measures of a selected industry, a dynamic set of  
16 questions such that questions for a user can be applied to database contents for a plurality  
17 of purposes, one of said purposes being to permit a next question to be based on a  
18 previous question and a previous answer, and permitting a user to answer said dynamic  
19 set of questions,

20          means for using a computer to analyze ~~a~~ said user's answers to said dynamic set  
21 of questions and to determine ~~general or specific~~ a business solution ~~solutions~~ based on  
22 an analysis of said user's answers, and for providing said ~~general or specific~~ business  
23 solution ~~solutions~~ to said user, and

24          means for using a computer to analyze said ~~a~~ specific business solution ~~and to~~  
25 ~~perform a financial analysis~~ based on a selected industry, business measures and  
26 associated benchmarks, ~~wherein said financial analysis is~~ and to perform a return on  
27 investment analysis, and

28          means for using a computer to select a specific industry code ~~associated with the~~  
29 identifying said selected industry.

1       45. (Currently amended) A machine readable medium containing code for instructing a  
2 computer to provide business solutions over an interactive communications medium, the  
3 code implementing the steps of:

4              instructing a computer to permit a user to select an industry from a set of  
5 industries electronically stored in a database for which business solutions are available,

6              instructing a computer to permit a user to select one or a plurality of business  
7 measures from a set of business measures electronically stored in a database, wherein  
8 each business measure is associated with a particular financial aspect of a selected  
9 industry,

10             instructing a computer connected to an interactive communications medium to  
11 permit to assist a user in performing a qualitative assessment on each one of said selected  
12 one or a plurality of business measures based on benchmarks relevant to a selected  
13 industry

14             instructing a computer, to present a dynamic set of questions based on said  
15 qualitative assessment from among questions electronically stored in a database which  
16 relate to selected business measures of a selected industry, to present a dynamic set of  
17 questions such that questions for a user can be applied to database contents for a plurality  
18 of purposes, one of said purposes being to permit a next question to be based on a  
19 previous question and a previous answer, and permitting a user to answer said dynamic  
20 set of questions,

21             instructing a computer to analyze a said user's answers to said dynamic set of  
22 questions and to determine general or specific a business solution solutions based on an  
23 analysis of said user's answers, and for providing said general or specific business  
24 solution solutions to said user, and

25             instructing a computer to analyze said a specific business solution and to perform  
26 a financial analysis based on a selected industry, business measures and associated  
27 benchmarks, wherein said financial analysis is and to perform a return on investment  
28 analysis, and

29           instructing a computer to select a specific industry code ~~associated with the~~  
30       identifying said selected industry.